

## IMPACT ON SOCIAL MEDIA ADVERTISING AND ONLINE DISCOUNT ON CONSUMER BUYING BEHAVIOUR

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### ABSTRACT

This study investigates the impact of social media advertising and online discounts on consumer buying behavior in the contemporary digital marketplace. With the proliferation of social media platforms and the increasing prevalence of online discounts, understanding how these factors influence consumer choices and purchasing decisions is crucial for businesses and marketers. The research employs a mixed-methods approach, combining quantitative data analysis and qualitative insights gathered through surveys and interviews. A diverse sample of consumers across different demographics is considered to ensure a comprehensive understanding of the subject. The quantitative analysis reveals that social media advertising has a significant positive influence on consumer awareness and product discovery. Furthermore, online discounts play a crucial role in stimulating impulse purchases and increasing the likelihood of conversion.

### 1. INTRODUCTION

In recent years, the landscape of consumer buying behavior has undergone a profound transformation, largely driven by the omnipresence of social media and the proliferation of online discounts and promotions. The integration of these two elements has created a dynamic and influential force in the realm of marketing and consumer decision-making. This shift has not only altered the way businesses connect with their target audience, but it has also significantly shaped the purchasing habits and preferences of consumers worldwide. Social media platforms have emerged as powerful vehicles for communication, allowing individuals to connect, share, and engage with content on a global scale. Simultaneously, businesses have recognized the immense potential of these platforms as advertising channels. Through the strategic deployment of targeted content, brands can reach a vast and diverse audience, generating awareness, interest, and ultimately, conversions.

### 2. OBJECTIVES OF THE STUDY

The impact of social media advertising and online discounts on consumer buying behavior is a significant area of interest for marketers and businesses. Here are some objectives that organizations might have when utilizing these strategies:

- Increase Brand Awareness
- Drive Website Traffic
- Boost Sales and Revenue
- Generate Leads
- Enhance Customer Engagement and Loyalty
- Improve Customer Retention

### 3. PROBLEM IDENTIFICATION

The impact of social media advertising and online discounts on consumer buying behavior is a complex and multifaceted issue that has garnered significant attention from marketers, researchers, and consumers alike. Identifying the key problems associated with this phenomenon involves considering various perspectives and potential challenges. Here are some key problem areas:

- Information Overload and Trust Issues
- Impulse Buying and Discretionary Spending
- Negative Impact on Offline Retailers
- Short-Term vs. Long-Term Value
- Sustainability of Discounting Strategies

- Privacy Concerns and Data Security

#### 4. RESEARCH METHODOLOGY

##### Sample Size

Data was gathered through a self-administered online survey. An online survey was appropriate to collect since the target respondents were comfortable using it. Google Docs Forms was used to create the survey. There were 146 replies in all.

##### Sample Design

##### Demographics Information

Particulars	Items	Total
1. Gender	Male = 50 Female = 26	76
2. Age	25 & below = 40 26 – 30 Years = 20 Above 31 = 16	76
3. Marital Status	Married = 16 Unmarried = 60	76
4. Educational Status	Under Graduate = 36 Post Graduate = 40 Professionals = 0	76

#### RESEARCH DESIGN

Effectiveness of customer purchase behavior on Peter England, you would typically follow a structured research design. This involves several steps:

##### 1. Define the Research Objectives:

- Clearly state what you want to achieve with this research. For example, are you trying to understand customer preferences, identify factors influencing purchase decisions, or measure customer satisfaction?

##### 2. Literature Review:

- Review existing literature on customer purchase behavior in the context of the retail industry and, if available, specifically in the context of apparel brands like Peter England. This helps in understanding what has already been studied and what gaps exist.

##### 3. Research Questions and Hypotheses:

- Formulate specific research questions and hypotheses based on the objectives. For example, "What factors influence customers to choose Peter England over other apparel brands?"

##### 4. Sampling Strategy:

- Decide on the target population (e.g., Peter England customers) and how you'll select the sample. This could involve random sampling, stratified sampling, or other methods.

##### 5. Data Collection:

- Decide on the data collection methods. This could include surveys, interviews, observations, or a combination of these. In this case, surveys might be a common approach to gather customer feedback.

##### 6. Questionnaire Design:

- If you're using surveys, design a questionnaire with relevant questions related to customer purchase behavior. Include questions about factors influencing their purchase decisions, frequency of purchases, preferred channels, etc.

##### 7. Data Collection and Analysis:

- Collect data from the selected sample. Once collected, you would analyze the data. This could involve quantitative analysis (using statistical tools) and/or qualitative analysis (thematic analysis, content analysis, etc.).

##### 8. Data Interpretation:

- Interpret the findings in the context of the research questions and hypotheses. Identify trends, patterns, and correlations in the data.

## 9. Draw Conclusions:

- Based on the analysis, draw conclusions regarding the effectiveness of customer purchase behavior on Peter England. Does customer behavior align with the brand's marketing strategies? Are there any areas for improvement?

## 10. Recommendations:

- Provide recommendations based on your findings. This could include suggestions for marketing strategies, product offerings, or customer engagement initiatives.

### 1. Gap Analysis

The gap that I discovered in this study is that people are not ready to make purchases online for a variety of reasons, including bank transaction information, data security issues, network problems, more detailed information about the individual, card authenticity, low-quality goods, late delivery, etc.

### 2. Interpretation

#### Correlations

#### Descriptive Statistics

	Mean	Std. Deviation	N
DEPENDENT VARIABLE	3.4276	.85908	76
BP	3.3184	.69756	76

Null hypothesis H0 – There is no substantial relationships between privacy and online buying behavior.

Alternative hypothesis H1 – There is substantial relationships between privacy and online buying behavior.

#### Correlations

		DEPENDENT VARIABLE	BP
DEPENDENT VARIABLE	Pearson Correlation	1	.373**
	Sig. (2-tailed)		.001
	N	76	76
BP	Pearson Correlation	.373**	1
	Sig. (2-tailed)	.001	
	N	76	76

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### Interpretation

The above table shows the Pearson Correlation values of the consumer buying behaviour with the independent variable i.e Privacy. The correlation value for the independent variables privacy as well as dependent variable consumer buying behaviour is .508 and 1, the significant values are .000 & 0, this shows that there is significant strong positive relationship exists between privacy and consumer buying behaviour and there is significant strong positive relationship exists between privacy and consumer buying behaviour . Hence, Alternative hypothesis is accepted and null hypothesis is rejected.

H0 – There is no considerable impact of privacy on consumer buying behavior.

H1 – There is considerable impact privacy on consumer buying behavior

## 5. FINDINGS

### HYPOTHESIS TESTING

- Null hypothesis H0- There is no relationship of consumer preference regarding the purchase Behaviour on peter England
- Alternate hypothesis H1- There is relationship of consumer preference regarding the the purchase Behaviour on peter England
- On the gathered data, correlation analysis and regression analysis have been done in order to evaluate various hypotheses

## FINDINGS

The study's findings indicate that a variety of factors, including demographics, social factors, consumer online shopping experience, computer and internet literacy, website design, social media, situational factors, enabling circumstances, product characteristics, sales promotion schemes, payment options, delivery of goods, and after-sales services, influence consumers' online shopping behaviour.

## 6. SUGGESTIONS & RECOMMENDATIONS

This study sought to determine how a customer's qualities affected their inclination to shop online. Both sexes are inclined to buy products or services online, although men shop online more frequently than women. The frequency of past online transactions is positively correlated with future intentions to shop online, suggesting that customers who made more purchases online in the past will do so again in the future.

1. To accelerate the privacy to be more effective.
2. To enhance the security system to be more protective with latest technology.
3. To accelerate more products with price comparison.
4. To improve the products delivery in time.
5. To improve the more purchase facilities

## 7. CONCLUSION

Although India has a huge internet buying market. Even though India is a major consumer market, its growth nevertheless lags behind the world market. According to India B2C E- Commerce Report 2013, less than 1% of India's whole retail sector was made up of e-commerce in 2012. While it represents 10% in the UK and the US and more than 5% of the global retail market in China. This demonstrates that just a small proportion of Indian internet users are now engaged in online shopping. It's possible that what's impeding the industry's growth isn't technology at all, but rather consumer attitudes towards high-tech purchases (Reda, 1995). Therefore, it is crucial for marketers to comprehend the breadth of customer intentions for this form of retailing.

On the basis of the study, it can be said that young people are becoming more and more interested in online shopping. People with higher incomes and higher levels of education are using e-commerce websites more frequently. Due to security worries, people are reluctant to shop online. In addition, consumers are hesitant to change due to the intricacy of technology involved in internet shopping. Businesses engaged in online shopping should concentrate on fostering reliable relationships between suppliers and consumers.

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